

Message Text

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ACTION EA-12

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FM AMEMBASSY JAKARTA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 7655
AMEMBASSY SINGAPORE

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USDOC FOR COM/OIM/OPD

EO 11652: NA
TAGS: BEXP, ID
SUBJ: COUNTRY MARKET RESEARCH: PUMPS, VALVES AND COMPRESSORS
INDONESIA

REF: A) STATE A-131, B) JAKARTA 1524, C) USDOC 4817 (NOTAL)

1. INDONESIAN RESEARCH AND DEVELOPMENT COMPANY (IRDC) HAS AGREED TO TAKE SUBJECT MR ASSIGNMENT AS DESCRIBED IN REF A AND MODIFIED IN REF C, IF FOLLOWING MODIFICATION TO REQUIREMENTS IS ACCEPTABLE TO USDOC: ELIMINATE SECOND SENTENCE REF A, PARA 7(H). ACCORDING TO IRDC, CARRYING OUT REQUIREMENTS OF SECOND SENTENCE 7(H) WOULD ENTAIL MANY EXPENSIVE PERSONAL INTERVIEWS TO SURVEY THE INDUSTRIAL SECTOR.

2. DIRECTOR IRDC STATED THAT ONLY BECAUSE THEY HAVE INSTITUTIONAL EXPERIENCE OF DOING MUCH LARGER 1975 MR CONTRACT ON SAME SUBJECT COULD THIS REPORT BE DONE FOR \$1000.

3. REQUEST USDOC PRIORITY CONCURRENCE FOR SUGGESTED CHANGE AND APPROVAL OF IRDC AS RESEARCHER FOR SUBJECT MR AS CONTRACTOR WILL NOT START WORK UNTIL USDOC APPROVAL RECEIVED.

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4. SUBJECT MR WOULD BE SUBMITTED TO USDOC NLT MAY 24, 1978 ASSUMING QUICK APPROVAL BY USDOC.

5. EMBASSY NOTED IN REFTTEL B THAT CUMULATIVE INFLATION IN INDONESIA IN 1976-78 SHOULD SURPASS 40 PERCENT, WHICH HAS OBVIOUS IMPLICATIONS FOR COST OF PURCHASING MARKET RESEARCH HERE. WE AGREE WITH USDOC (REF C) THAT FUTURE

MR NEEDED TO SUPPORT IMC EVENTS IN SINGAPORE AND RECOMMEND FOLLOWING REQUIREMENTS WHICH SHOULD BE ADEQUATE MARKET BRIEF TO INFORM US PARTICIPANTS AT IMC EXHIBITS ABOUT INDONESIAN MARKET:

- (A) EXAMINE THE PRODUCTS INDICATED TO DETERMINE IF THE LIST SHOULD BE MODIFIED FOR THIS MARKET. SPECIFY PRODUCTS TO BE ADDED OR DROPPED.
- B) UPDATE IMPORT, US AND LEADING COMPETITOR COUNTRIES' SHARE OF MARKET, PRODUCTION AND EXPORT STATISTICS ON THIS MARKET FROM SOURCES AVAILABLE.
- C) CALCULATE THE CURRENT SIZE OF THE MARKET (PRODUCTION AND IMPORTS EQUAL EXPORTS) IN US DOLLARS, THE VOLUME AND SHARE OF IMPORTS FROM THE US.
- D) ESTIMATE THE OVERALL ANNUAL GROWTH RATE FOR THE MARKET IN THE NEXT COUPLE OF YEARS, THE EXPECTED VOLUME AND SHARE OF IMPORTS FROM THE US DURING THIS PERIOD, AND THE EXPECTED GROWTH RATE OF ANY EXCEPTIONALLY LARGE VOLUME ITEMS, WHICH THE US IS IN A COMPETITIVE POSITION TO SUPPLY.
- E) LIST END-USER SECTIONS AND THE NUMBER OF ENITIES AND/OR FIRMS IN EACH INDUSTRY TO INVITE TO THIS EVENT. CITE SOURCE(S) OF LISTS FOR MAILINGS OR PERSONAL CONTACTS.
- F) COMPOSE LIST OF POTENTIAL US "BEST SELLERS" AND OF THOSE OTHER PRODUCTS WHICH HAVE SPECIALIZED OR LIMITED SALES POTENTIAL.
- G) BRIEFLY DESCRIBE ANY PRIVATE OR PUBLIC PLANS, PROJECTS, UNCLASSIFIED

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OR POLICIES WHICH MAY SIGNIFICANTLY AFFECT DEMAND IN THIS MARKET IN THE NEXT FEW YEARS.

6. USDOC WILL NOTE THAT ABOVE REQUIREMENTS DO NOT CALL FOR ANY DETAILED INFORMATION ABOUT END-USER SECTOR. ALSO THERE IS NO DETAILED FORECAST OF MARKET; THEY DO ASK FOR ESTIMATE OF OVERALL ANNUAL GROWTH RATE WHICH IS MUCH EASIER TO MAKE.

7. ABOVE SPECIFICATIONS WERE REQUIREMENTS FOR TWO MARKET RESEARCH CONTRACTS IN 1975, HEALTH CARE EQUIPMENT AND INDUSTRIAL AND COMMERCIAL SECURITY DEVICES AND SYSTEMS. ALTHOUGH OUR RECOMMENDATIONS ARE CONSIDERABLY LESS THAN SPECIFICATIONS FOR PVC MARKET RESEARCH (REFS A, C AND MODIFICATIONS THERETO RECOMMENDED IN PARAGRAPH 1 ABOVE), POST JUDGES THESE MAXIMUM REQUIREMENTS WE CAN CONTRACT FOR TO MEET FUTURE MR NEEDS FOR IMC SINGAPORE WITHOUT MAKING MUCH LARGER FINANCIAL OUTLAYS. EVEN WITH THESE MINIMUM COST WOULD BE \$1300, MORE OF LESS, DEPENDING UPON COMPLEXITY OF PRODUCTS INVOLVED.

MASTERS

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